GETTING STARTED WITH **GOOGLE ADS**:
A Beginner's Guide to
Best Practices

LOGICAL POSITION

"*The secret of getting ahead is getting started.*"

MARK TWAIN

SUMMARY

Getting Started with Google Ads

This guide will help you launch the most successful Google Ads campaign possible. From choosing the best Ad platforms, to determining what kind of campaign you want to run, to actually building your account and monitoring its success.

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LOGICAL POSITION

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INTRO

The success of a Google Ads campaign all depends on the account that powers it. The build of a Google Ads account is a lot like a stack of dominoes. There are several components of the account that need to be set up carefully and with intent. Taking time to understand each component of a strong account makes the difference between just building your account, and building it for success. If even one of those components is off, the entire account can come crashing down and all of your hard work and money invested will be wasted.

This guide breaks down best practices and key concepts to provide you with a strong foundation and the highest chance for long-term success.

Let's get started!

PART 1:
Setting the Foundation

Terms like SEM, SEO and PPC may be intimidating, but understanding these basic principles of digital marketing is the first building block to creating a profitable Google Ads account.

Digital marketing is just a fancy label that describes using digital technologies to market products and services.
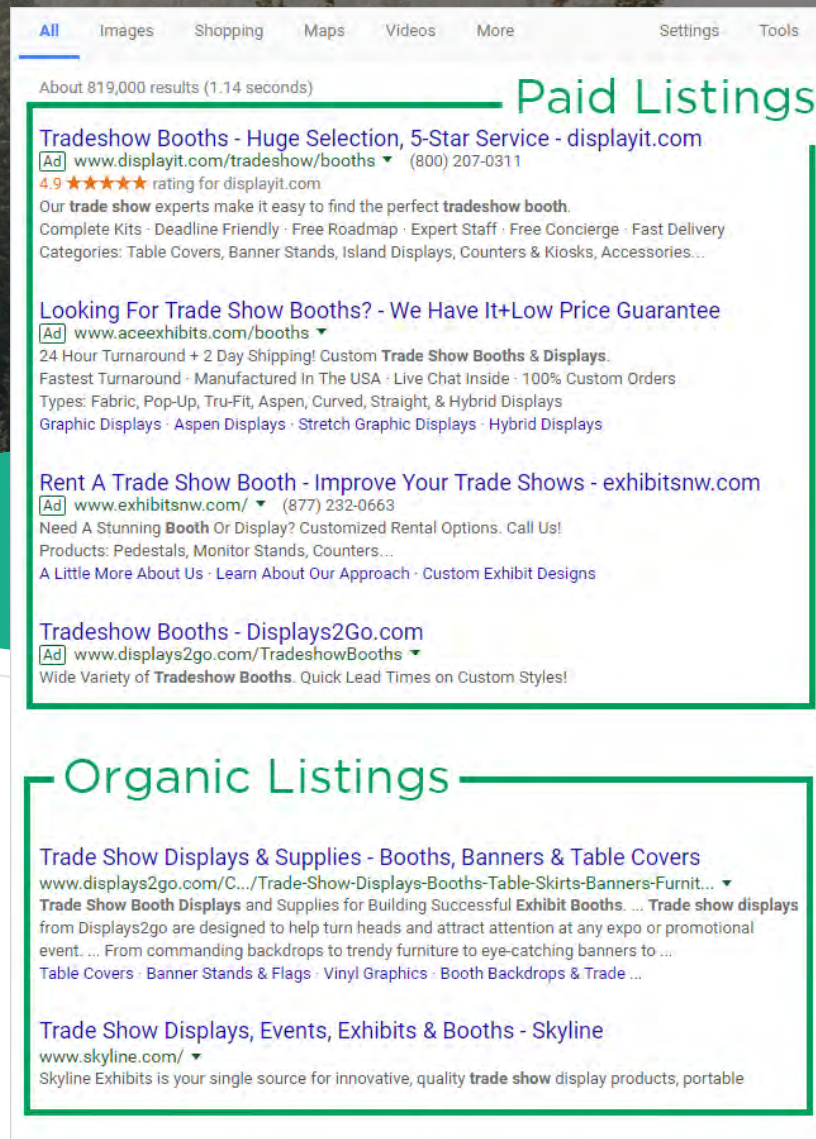
Let's define a few big players within digital marketing and understand their relationship with Google Ads.

WHAT IS SEARCH ENGINE MARKETING (SEM)?
SEM is the practice of promoting a product or service on search engines through paid advertisements and in some cases, search engine optimization.

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?
SEO is a marketing tactic used to increase the amount and quality of traffic to a website from unpaid or "organic" search engine results.

Paid Listings

About 819,000 results (1.14 seconds)

Tradeshow Booths - Huge Selection, 5-Star Service - displayit.com
[Ad] www.displayit.com/tradeshow/booths ▾ (800) 207-0311
4.9 ★★★★★ rating for displayit.com
Our **trade show** experts make it easy to find the perfect **tradeshow booth**.
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Categories: Table Covers, Banner Stands, Island Displays, Counters & Kiosks, Accessories...

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[Ad] www.exhibitsnw.com/ ▾ (877) 232-0663
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Tradeshow Booths - Displays2Go.com
[Ad] www.displays2go.com/TradeshowBooths ▾
Wide Variety of **Tradeshow Booths**. Quick Lead Times on Custom Styles!

Organic Listings

Trade Show Displays & Supplies - Booths, Banners & Table Covers
www.displays2go.com/C.../Trade-Show-Displays-Booths-Table-Skirts-Banners-Furnit... ▾
Trade Show Booth Displays and Supplies for Building Successful **Exhibit Booths**. ... **Trade show displays**
from Displays2go are designed to help turn heads and attract attention at any expo or promotional
event. ... From commanding backdrops to trendy furniture to eye-catching banners to ...
Table Covers · Banner Stands & Flags · Vinyl Graphics · Booth Backdrops & Trade ...

Trade Show Displays, Events, Exhibits & Booths - Skyline
www.skyline.com/ ▾
Skyline Exhibits is your single source for innovative, quality **trade show** display products, portable

WHAT IS PAY-PER-CLICK (PPC)?

PPC is a form of paid advertising in which you create ads that are distributed across various search engines. Each time a visitor clicks on your ad, you are charged for the click. This practice is also referred to as paid search. It's designed to provide searchers with an immediate solution to what they're looking for. As a result of paid search, your ads will drive traffic to your website so you can turn those leads into customers.

One of the most widely used pay-per-click advertising platforms is Google Ads. To set your business apart from millions of other advertisers using the platform, you need a clear understanding of the building blocks of Google Ads and how they directly affect your campaigns.

PART 2:
Choosing the Right Platform

The first building block is choosing your PPC platform.

When deciding how to launch a campaign with Google, you have two options: Google Ads or Google AdWords Express.

GOOGLE ADWORDS EXPRESS

AdWords Express is a simplified version of Google Ads, providing businesses with a quick and easy marketing solution. AdWords Express uses an automated management function geared towards business owners with limited time and resources.

Google creates a list of key phrases on your behalf, then it's your responsibility to write text ads and set an appropriate budget. The fate of your Express account then lies in Google's hands.

AdWords Express Platform
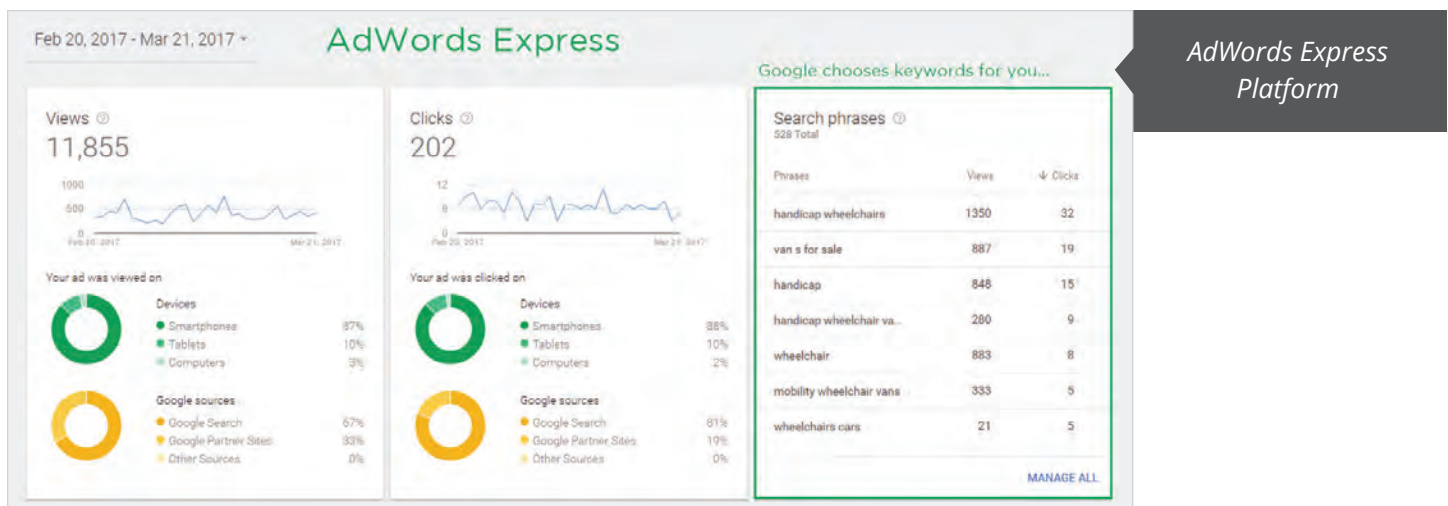
It may sound appealing to let Google take the reins, but there's a price to pay for taking the easy route.

Part of sustaining a profitable Google Ads account is having the ability to monitor and influence the performance of your campaigns. With AdWords Express, you have little control over how your ads are shown and how to improve performance.

AdWords Express can be a reasonable option for some businesses, but the functions utilized on the standard platform lead to unparalleled performance.

GOOGLE ADS

The standard Google Ads platform allows complete management of your campaigns. It offers full control and countless opportunities to customize your account. You can generate custom keyword lists, set custom bids and tailor your approach to unique audiences.

The standard platform provides transparent data, as well as the ability to capitalize on that data. Identify patterns and trends and whether or not they connect to your business goals. It allows you to see the full picture, along with all of its moving parts that you can then control.

Google Ads Platform
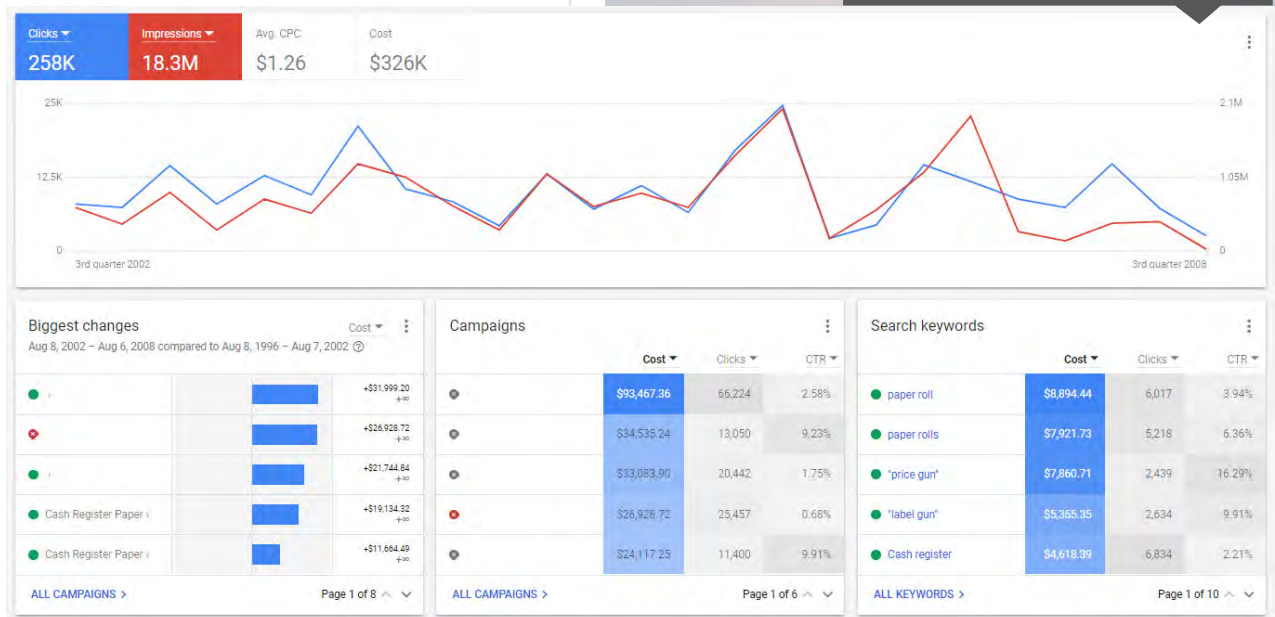
PRO TIP:

Don't waste time and money testing AdWords Express. Dive straight into the Google Ads platform to gain the most control and generate the best results.

PART 3:
Understanding Campaign Types

The foundation of a successful account is also influenced by campaign type. Choose a campaign type based on the goals you've set to achieve with Google Ads. Determine an appropriate campaign type by asking yourself the following questions:

QUESTIONS TO ASK YOURSELF

» **Audience: Who is searching for my products and/or services?**

» **Location: Where are these people searching?**

» **Conversion: What action do I want potential customers to take (foot traffic, phone calls, online purchases, downloads, brand engagement, etc...)?**
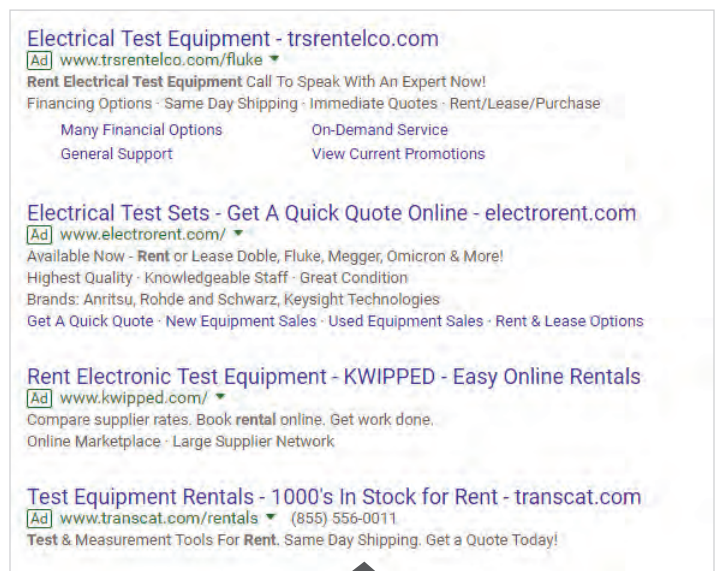
Each campaign type targets different Google networks in order to reach unique audiences in varied stages of the buying process.

Campaign types operate on one of two networks: the Google Search Network or the Google Display Network. Ads are distributed among these networks according to their respective campaign type to reach your target audience.

Campaign Types:

SEARCH NETWORK

Campaigns created on the Search Network provide potential customers with an immediate solution. Search ads appear at the top and bottom of the page to showcase services that correspond with a query typed into the search engine. When a user performs a Google search, your ad is eligible to show up, depending on a number of factors like keyword relevance, budget and landing page experience. Search campaigns are used for businesses looking to generate leads through actions like phone calls or submitting a request for quote.

Electrical Test Equipment - trsrentelco.com
Ad www.trsrentelco.com/fluke ▾
Rent Electrical Test Equipment Call To Speak With An Expert Now!
Financing Options · Same Day Shipping · Immediate Quotes · Rent/Lease/Purchase
    Many Financial Options   On-Demand Service
   General Support   View Current Promotions

Electrical Test Sets - Get A Quick Quote Online - electrorent.com
Ad www.electrorent.com/ ▾
Available Now - Rent or Lease Doble, Fluke, Megger, Omicron & More!
Highest Quality · Knowledgeable Staff · Great Condition
Brands: Anritsu, Rohde and Schwarz, Keysight Technologies
Get A Quick Quote · New Equipment Sales · Used Equipment Sales · Rent & Lease Options

Rent Electronic Test Equipment - KWIPPED - Easy Online Rentals
Ad www.kwipped.com/ ▾
Compare supplier rates. Book rental online. Get work done.
Online Marketplace · Large Supplier Network

Test Equipment Rentals - 1000's In Stock for Rent - transcat.com
Ad www.transcat.com/rentals ▾ (855) 556-0011
Test & Measurement Tools For Rent. Same Day Shipping. Get a Quote Today!

Search Ad Example
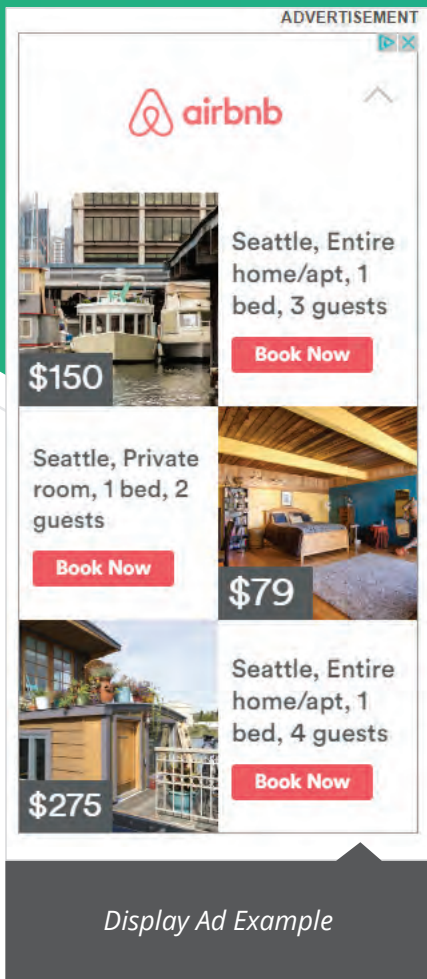
DISPLAY NETWORK

Display Network campaigns distribute visual ads across more than 2 million websites, videos and mobile apps. Keywords, interest topics, location and other attributes are used to place ads in front of the audience you're targeting. These types of campaigns are geared towards businesses wanting to promote brand awareness, but they can be a relatively inexpensive way to generate sales as well.

REMARKETING

Remarketing is a targeting method, managed within your Display Campaign, to serve an audience who has already been to your website. For example, when a visitor leaves your site without purchasing or performing an action, remarketing ads can follow that visitor around the web, on various devices. Also referred to as retargeting, remarketing keeps your audience engaged with your business during their purchasing journey.

Display Ad Example

SEARCH NETWORK WITH DISPLAY SELECT

Known as the "default" campaign type, Search Network with Display Select provides the widest reach. This campaign type distributes ads across both Search and Display networks. Although it's recommended by Google to be the "best opportunity to reach the most customers," combining the Search and Display Network removes your ability to control the budget and targeting for each network individually.

This makes measuring and optimizing incredibly difficult (and for some settings, impossible). You will always be better off creating two separate campaigns; one for the Search Network and one for the Display Network.

SHOPPING

If you are an e-commerce business, Google Shopping is one of the most lucrative places to be. Shopping ads run through the Search Network and are displayed on the front of the Google results page, in addition to having their own dedicated tab. Online shoppers see a product image, business name and price before they even click on the ad. The appearance of the ad alone, can provide some of the most qualified leads. In order to run a Google Shopping campaign, you'll need a Merchant Center account with a data feed containing the products you wish to advertise. A data feed is a list of detailed product descriptions from your website. The Search Network uses keyword lists to target ad placement, but the Shopping Network uses information from the data feed to appropriately place your ads.

Shopping Ad Example
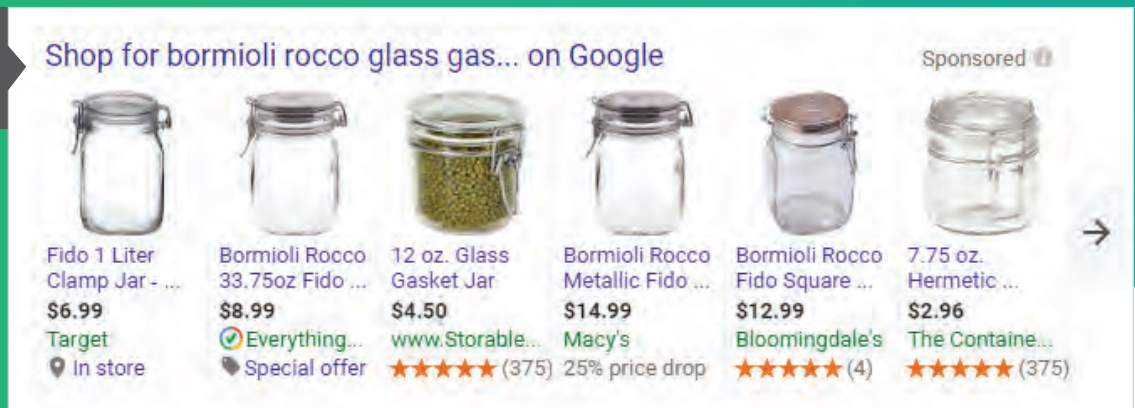
VIDEO

Video campaigns run through the Display Network and are an easy and affordable way to spread your business' message across placements like YouTube and other websites that support video formats on the Display Network. Different video ad formats target people in different stages of their online activity. For instance, on YouTube, you can place ads for people before watching a video, or in YouTube's search results. Like Display Network campaigns, Video campaigns are primarily used to gain exposure and promote brand recognition.

YouTube Video Ad Example
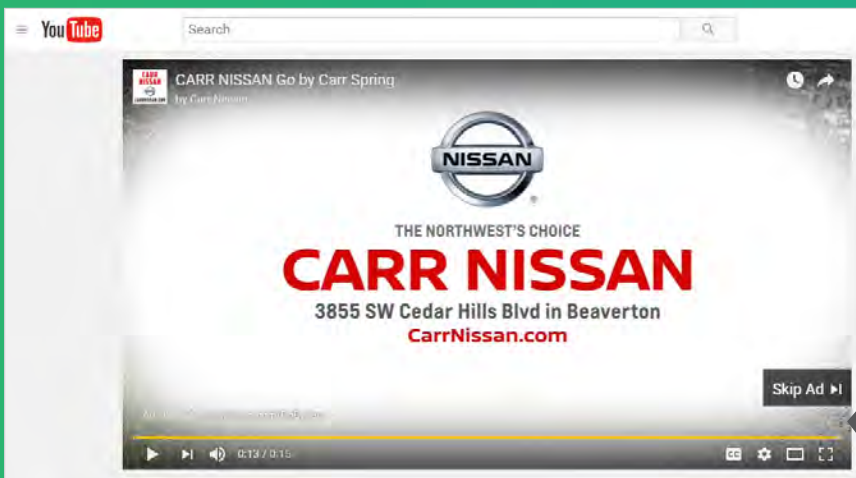
Campaign Goals

Each campaign type aligns with different outcomes. Google Ads makes it easy for you to set up a new campaign with your desired outcome in mind. As you select a goal, Google will recommend campaign settings to help you obtain that goal. This is a good starting point for a beginner, because it will familiarize you with how campaign types work; however, be conscious of Google's recommended settings. Ensure those settings will help you attain your end goal, not waste your budget. For full customization, create a campaign without a goal and choose your own settings to shape your outcome.

Setting Up Campaign Goals

PART 4:
Account Structure

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01 ACCOUNT

02 CAMPAIGN

03 AD GROUP

04 KEYWORD LIST

05 AD CREATION

06 LANDING PAGE

A well-structured account lets you single out elements to tweak and manipulate, in order to improve overall performance. Correctly structuring your campaigns and ad groups can have a huge impact on account success, strategy, tracking and efficiency.

PLANNING

When planning your account structure, start by identifying your most profitable products and/or services. Often, we find that using your website's menu navigation is a good breakdown for what will be your account structure.

Use what you already know works well for your business, and create a solid foundation and structure. Over time, you can use the same practice of creating well-structured campaigns to market new products and/or services and continue growth within your account and business.

Navigation Menu Structure

The internal structure of your account adheres to a hierarchy that applies settings to the levels underneath:

01 ACCOUNT

The top-level of the hierarchy is your account. Settings that you create at the account level are: email address, language (of the interface, not your ads), currency, users and access levels, notification settings, billing information and contact information. These higher-level settings affect all aspects of your account.

02 CAMPAIGN

The next level of the hierarchy is the campaign level. Your account can have one campaign, or it can have 5,000. A campaign is essentially an umbrella of specific settings that cover all of the ad groups, keywords, and ads underneath. Each campaign should have a tightly-related theme and goal. For example, you could have one campaign for your cameras and then a separate campaign for your televisions, both advertising through the Search Network. At the campaign level, you can set a daily budget, target certain locations and add other customizations. Don't be afraid to create multiple campaigns if you want more control over certain products or services you advertise.

03 AD GROUP

Beneath each campaign is one or more ad groups. Ad groups are tightly related keywords that align with specific ads. Each ad group's theme should be focused on one way in which people search for a product or service. Your list of keywords will then, directly reflect those types of searches. For example, in a "Camera" campaign, we might have an ad group for "Canon" searches, then a different ad group for "Olympus" searches. The "Canon" ad group should have keywords focused on Canon search terms ("canon digital slr camera", "canon digital cameras", "best deal on canon cameras"). Breaking your campaign into focused ad groups better aligns your message with someone's search. This narrows your target and cuts down wasted budget and unqualified clicks.

04 KEYWORD LIST

Your keyword list is the glue that binds your Google Ads account; a sloppy keyword list will overexpose your ads and drain budget. On the flip side, a keyword list that is too limited will fail to generate enough good traffic to create profit. Pictured below is a breakdown of Google's keyword match types. Utilize match types to tighten the focus of your keyword list and bring in the right kind (and amount) of traffic.

Check out our complete breakdown of each match type, to discover new ways to use them and strengthen your campaigns.

Match Type	Symbol	Keyword	Example Searches
Broad Match	keyword	running shoes	tennis shoes laces for running shoes red running shoes
Broad Match Modifier	+keyword	+running +shoes	shoes for running
Phrase Match	"keyword"	"running shoes"	men's running shoes price of running shoes
Exact Match	[keyword]	[running shoes]	running shoes shoes running shoes for running
Negative Match	-keyword	-children	children's running shoes running shoes for children

Match Type Breakdown

05 AD CREATION

Each ad group should contain three or four ads. When someone types a term into Google that matches your keywords and targeting, your ad needs to grab their attention. We are bombarded with digital messages all day, so your ad needs to be genuine and offer a value that differentiates you from your competitors. A great way to do this is to test your ads by varying the text in each one, while keeping the message consistent with your ad group's theme. Be sure to include at least one keyword from your ad group in the ad text – this builds relevancy and helps qualified prospects find your business.

06 LANDING PAGE

Once someone has engaged with your ad, they are directed to your landing page. Good practice is ensuring that your landing page closely matches the theme of your ad group in order to guide the visitor to the exact place they need to be on your site. For example, a "Canon" camera ad group should link to a webpage showing Canon cameras, not all of your cameras.

PART 5:
Conversion Tracking

At this point, we've constructed a solid framework for a successful Google Ads account, but there's one more building block to complete solid foundation: conversion tracking.

Imagine how inefficient and difficult it would be to manage all of your campaigns blindfolded. Well, managing an account without conversion tracking is working blindfolded—you have no idea what works.

A conversion is any interaction a user has with your ad. Depending on your business goals, conversions can be measured in a number of ways:

- » **Online purchases**
- » **PDF downloads**
- » **Submitting request/contact forms**
- » **Phone calls**
- » **App downloads and in-app actions**
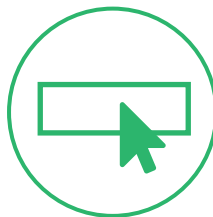
Your conversion data will tell you the truth about how your campaigns are performing. Certain areas of your account can generate traffic and eat up budget without ever converting. You need conversion tracking insights in order to know what is actually profitable in your account. Once set up, you can make sure your optimizations are improving the results that meet your goals.

Now it's your turn

Don't rush through the motion of stacking your building blocks. Generate the best results and save money by taking the time to think about your business, customers and goals before building a foundation. Use that knowledge to create a vision that you can realistically accomplish.

Once your foundation is built, don't ruin the groundwork by neglecting your campaigns. Stay consistent with monitoring your campaigns. Notice patterns in conversion data and make small changes to enhance performing keywords and take your campaigns to the top!

A second opinion never hurts

If your campaigns aren't generating results, our team of experts will perform a free review of your account.

Get started with your **FREE** Google Ads consultation today!

GET YOUR REVIEW NOW

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